



ITALY – U.S. ADVANCED MANUFACTURING CONFERENCE

FEBRUARY 21, 2018 MILAN, ITALY

DESCRIPTION

Event Focus

Manufacturing Industry 4.0, including robotics, capital machinery, and machining automation.

Event Premise

While the US is often the source of trends that shape the future of global manufacturing, Italy is recognized as a leading provider of advanced solutions and real-world applications of innovation throughout manufacturing and supply chain.

Event Objective

The Conference will familiarize participants with key initiatives and opportunities – academic, governmental, and commercial – available to the Italian manufacturing sector to better prepare firms for success in the manufacturing world of Industry 4.0 and beyond.

The event will highlight the strengths and potentials of Italian and American manufacturing ecosystems and underscore the opportunities for collaboration with American industrial research universities and leading American companies. It will introduce Italian firms to the pivotal role America's manufacturing-oriented universities play in assisting US businesses to innovate and adopt Industry 4.0 technologies. It will also highlight the recently created Italian "Centers of Competence" at top universities designed to drive university – industry collaboration, innovation, and internationalization. The Centers of Competence program parallels the US Manufacturing USA program.

The Conference will feature two American-oriented panels to help catalyze new thinking and action on the part of Italian firms. The first panel will feature selected US university representatives who will highlight how leading American institutions assist companies with technology adoption, research and transfer. The second panel will feature US university researchers who will provide high level insights on leading Industry technology trends and cutting edge research taking place at their institutions.

Event Audience

Primarily Italian mid-market machinery manufacturing companies, startups, university research center, and government laboratories. Expected attendance is 200 - 250.

Desired Outcomes for Audience

- Opportunities for partnerships with leading American and Italian research universities, US innovation firms, and Italian startups.
- Benchmarking of existing Italian and American models of research and industrial collaboration.
- Networking and scheduled meetings between participants, presenters and institutions.
- Exposure to global trends in advanced manufacturing.
- Greater awareness of Italian Trade Agency 2018 “Tech Days” programs facilitating international collaboration with US partners.

Italian Partners

- Italian Centers of Competence at Polytechnics of Milan and Turin
- FEDERMACCHINE – Italian machinery manufacturers federation
- ANIE – Electrical and electronic manufacturers federation

US University Partners – Pending availabilities

- Carnegie Mellon University
- MIT
- University of Michigan
- Purdue University
- Georgia Tech
- University of California-Berkeley

Sponsor Exhibition Area

- Leading US private investors in Italy are being invited to participate in Conference via a “technology area” to promote their Industry 4.0 products and solutions and support Italian Government innovation efforts to stimulate investments in research and development and new technology adoption
- US companies invited to participate include but are not limited to GE, HPE, Rockwell Automation, Whirlpool, IBM, Cisco, Google, Microsoft

Networking - Connecting

- International Trade Agency staff will facilitate introductions and pre-schedule meetings between the American university representatives and Italian companies, Polytechnics, and Industry Associations.
- These interactions can take place prior, during, and after the Conference on February 21 depending on time available on the part of the university representatives.
- Connecting Tool at Conference: Online signup and engagement program between participants, sponsors, presenters via **Whova App**

NOTIONAL CONFERENCE SCHEDULE ON FOLLOWING PAGES

NOTIONAL CONFERENCE PROGRAM

FEBRUARY 20, Day Before Conference

6:30 - 8:30 PM

Pre-conference networking welcome dinner or cocktail reception for speakers, sponsors, government officials

Possible Venue: Palazzo Stelline / ITA Milano Office

FEBRUARY 21, Conference Day

Venue: Politecnico di Milano

8:45 - 9:30

Registration Breakfast

9:30 - 10:30 AM

Introduction Presentation

- ITA and MISE: about the organizations
- Focused on Manufacturing 4.0 - Illustration of Italian Government initiatives within the national Industry 4.0 program available to Italian SMEs
- FORMAT: Presentations (15 minutes per each presenter) by Senior Officials/Representatives of the Italian Trade Agency, Ministry of Economic Development (MISE) and/or Confindustria (National Industrialist Association)

10:30 - 11:00 AM

Industry Leader Presentation

Leading Italian Industrialist with strong investments and/or technology cooperation in the US

11:00 AM - 12:30 PM

Interaction with Industry by US and Italian Academic Partners

- Topic: University models for industry/academia interactions: US and Italy experience
- Format: Roundtable with Moderator
 - Two (2) US Universities
 - Politecnico di Torino
 - Politecnico di Milano
- Q+A: *15 minutes*

12:30 - 2:00 PM

Luncheon Panel by MIT Technology Review

- **“Italian - US Innovators under 35: The Next Generation of Manufacturing.”**
Addresses how Italian innovation in manufacturing is preparing industry for the next generation of manufacturing 5.0. Moderator: Short explanation of Innovators Under 35 and Industry 5.0
- Moderator: MIT Technology Review
 - Italian Innovator Under 35
 - US Innovator Under 35
- Q+A: 10 minutes

2:00 - 2:30 PM

Exhibit Area Open

2:30 - 4:00 PM

Research Presentations by American Universities

- Format: Two or three researchers presenting on one topic each
 - 15 or 20 minutes per presenter
- Examples of topics areas:
 - 1: Human Robot Collaboration in the Manufacturing Process
 - 2: Artificial Intelligence in the Manufacturing Process
 - 3: New Materials in the Manufacturing Process
- Q+A: 30 minutes

4:00-4:30 PM

Keynote/Closing remarks

Representatives from Italian partner institutions

5:00 - 6:00 PM

Networking Reception

Exhibitor Area- Space within conference area for exhibitors. Area would host the coffee breaks and reception. Structured networking would take place, built around tables with representatives from the following organizations:

- Industry partners- FEDERMACCHINE, ANIE and others to be announced
- Italian University Partners: Politecnico di Milano, Politecnico di Torino
- MIT Technology Review
- US Participating Universities: (See Speaker List)
- Sponsors (to be confirmed)

8:00 PM

VIP Dinner